

Snohomish County
Quit Line Data Summary
April 1 - June 30, 2003

	County	State
Number of Calls to Quit Line	N = 272	N = 3,671
Percent of Statewide Calls	9.3%	100.0%
Percent of State Population in County¹	10.3%	100.0%
	County %	State %
Gender	N = 268	N = 3,165
Female	64.6%	60.2%
Male	35.4%	39.8%
Race/Ethnicity	N = 253	N = 2,585
People of Color	8.7%	12.9%
White	91.3%	87.1%
Age	N = 258	N = 2,854
Less than 18 years old	1.6%	2.1%
18 - 24 years old	8.9%	14.8%
25 - 34 years old	22.9%	23.1%
35 - 44 years old	31.4%	25.3%
45 years and older	35.3%	34.8%
Education	N = 255	N = 2,724
Did not graduate high school	17.3%	16.0%
High school graduate	33.7%	34.7%
Some college/vocational school	38.4%	36.8%
College graduate	10.6%	12.5%
Caller Type	N = 272	N = 3,278
General Information	4.8%	12.3%
Health care provider	2.2%	3.5%
Tobacco user	93.0%	84.1%
Payer Type	N = 196	N = 2,092
Insured	30.1%	34.9%
Uninsured	22.4%	28.9%
Medicaid	47.4%	36.1%
Heard About	N = 239	N = 2,748
Past caller	7.9%	11.3%
Employer/worksites	0.4%	0.6%
Health care provider	37.7%	24.8%
Television	14.6%	16.6%
Outdoor advertisement (billboard/bus/wall)	5.0%	5.3%
Targeted mailing	0.0%	0.2%
Great Start	0.0%	0.1%
Radio	5.9%	6.8%
Newspaper/Magazine	0.8%	0.9%
Brochure/Newsletter	2.5%	5.7%
Family or friend	19.7%	22.9%
Health Department	4.6%	4.1%
School	0.8%	0.6%